

Subject: RE: : KaBOOM! Let's Play Everywhere February Check-In, Little Tokyo Open
From: "Maggie Bahrmasel" <MBahrmasel@kaboom.org>
Date: 4/17/18, 7:25 AM
To: Ellen Endo

Hi Ellen,

Thanks again for speaking with me yesterday about your opening! I have confirmation that Gina Mordeaux, Director of State Government Affairs for Dr Pepper Snapple Group (DPS) will be in attendance on Saturday and love a chance to speak. There may be one other DPS employee attending, but I haven't gotten confirmation yet, I will let you know if so. Even if the other employee attends, he will not want to speak, so it will just be Gina. One question we had was if there was parking available onsite for Gina?

If you could let me know that and send the run of show once it's ready, I would greatly appreciate it! Let me know if there's anything else you need from us as you prepare!

In Play,
Maggie

Maggie Bahrmasel
Grants Program Manager
(O) 202-464-6179
kaboom.org

Check out the newly released [Play Everywhere Playbook](#), our guide on how to champion and create kid-friendly, playful cities.

From: Maggie Bahrmasel
Sent: Thursday, April 12, 2018 11:20 AM
To: 'Ellen Endo' <ellenendo@yahoo.com>
Subject: RE: : KaBOOM! Let's Play Everywhere February Check-In, Little Tokyo Open

Hi Ellen,

Thanks so much for sending this! The Step and Repeat looks great! For the shirts, the one color is fine, but we'll need you to use a version of the KaBOOM! logo with both the tagline (play matters for all kids) and the registered trademark symbol included as well. You can find the KaBOOM! logo, as well as guidelines for use, [on our website](#) and I've attached an EPS copy of the Let's Play logo here. Could I please see an updated copy of the shirt proof with the correct KaBOOM! logo used?

Please let me know if you have any further questions.

In Play,
Maggie

Maggie Bahrmasel
Grants Program Manager
(O) 202-464-6179
kaboom.org

Check out the newly released [Play Everywhere Playbook](#), our guide on how to champion and create kid-friendly, playful cities.

From: Ellen Endo [<mailto:ellenendo@yahoo.com>]
Sent: Wednesday, April 11, 2018 6:49 PM
To: Naudy Martinez <NMartinez@kaboom.org>
Cc: Maggie Bahrmasel <MBahrmasel@kaboom.org>; Play Everywhere <playeverywhere@kaboom.org>
Subject: Re: : KaBOOM! Let's Play Everywhere February Check-In, Little Tokyo Open

Inline image



Hi Naudy & Welcome Maggie,

Attached are the logos we intend to use for the T-shirts and for the step-and-repeat. However, we had to limit the number of colors to be used on the T-shirts due to budget. We are not using grant monies for the shirts. If it's okay to use the Kaboom! & DPS logos, please send both in vector or eps format ASAP.

Thank you.

Ellen Endo
(818) 512-8791

From: Naudy Martinez <NMartinez@kaboom.org>
To: Ellen Endo <ellenendo@yahoo.com>
Cc: "lito@jacc.org" <lito@jacc.org>; Maggie Bahrmasel <MBahrmasel@kaboom.org>; Play Everywhere <playeverywhere@kaboom.org>
Sent: Wednesday, April 11, 2018 5:15 AM
Subject: RE: : KaBOOM! Let's Play Everywhere February Check-In, Little Tokyo Open

Hi Ellen,

Hope all is well! There are a few things I'm closing the loop on these next few days and want to ensure the play everywhere team is up to speed!

CC'd is Maggie Bahrmasel, another grants program manager, who is stepping in to help manage the Let's Play Everywhere LA Challenge.

I wanted to e-introduce you to her as she is helping to get information to DPS with regards to the grand opening of Little Tokyo Open.

She will be following up these next few days to ensure the team has all of the details for the big day.

Also, where you still planning to use the KaBOOM! and DPS logos on the shirts? If so, could you send Maggie, the mock-up of the t-shirt once it is ready so we can approve?

Thank you,
Naudy

From: Naudy Martinez
Sent: Tuesday, March 20, 2018 5:09 PM

To: 'Ellen Endo' <ellenendo@yahoo.com>
Cc: lito@jacc.org
Subject: RE: : KaBOOM! Let's Play Everywhere February Check-In, Little Tokyo Open

Hi Ellen,

Thanks so much for confirming! As soon as I know who the attendee will be, I'll send over their name.

Thank you!

In play,
Naudy

Naudy Martinez
Senior Program Manager, Programs & Operations
(O) [202-464-6415](tel:202-464-6415)
kaboom.org

From: Ellen Endo [<mailto:ellenendo@yahoo.com>]
Sent: Tuesday, March 20, 2018 4:59 PM
To: Naudy Martinez <NMartinez@kaboom.org>
Cc: lito@jacc.org
Subject: Re: : KaBOOM! Let's Play Everywhere February Check-In, Little Tokyo Open

Hi Naudy,

We are planning the press event at 9:30 a.m. (call time 9:00 for participants) on Saturday, April 21, followed by tee-off at 11 a.m. It would be nice to be able to introduce the DPS folks at the press event. So far, we expect Mayor Garcetti, City Councilmember Jose Huizar, and State Assemblyman Miguel Santiago to attend.

Best,

Ellen
(818) 512-8791

From: Naudy Martinez <NMartinez@kaboom.org>
To: Ellen Endo <ellenendo@yahoo.com>
Cc: "lito@jacc.org" <lito@jacc.org>
Sent: Tuesday, March 20, 2018 1:39 PM
Subject: RE: : KaBOOM! Let's Play Everywhere February Check-In, Little Tokyo Open

Hi Ellen and Leslie,

Hope all is well!

We're confirming our DPS attendees for the April 21 unveiling date and need some clarification on start times. Your last update included a media kick off time at 9 am and a general public kick off at 11 am. Which does do you think it would be best for our DPS rep to be present? Thanks so much!

In play,
Naudy

Naudy Martinez
Senior Program Manager, Programs & Operations
(O) [202-464-6415](tel:202-464-6415)
kaboom.org

From: Ellen Endo [<mailto:ellenendo@yahoo.com>]
Sent: Monday, March 12, 2018 3:07 PM
To: Naudy Martinez <NMartinez@kaboom.org>
Cc: lito@jacc.org
Subject: Re: : KaBOOM! Let's Play Everywhere February Check-In, Little Tokyo Open

Great. Thank you.

Ellen Endo
(818) 512-8791

From: Naudy Martinez <NMartinez@kaboom.org>
To: Ellen Endo <ellenendo@yahoo.com>
Cc: "lito@jacc.org" <lito@jacc.org>
Sent: Monday, March 12, 2018 11:48 AM
Subject: RE: : KaBOOM! Let's Play Everywhere February Check-In, Little Tokyo Open

Hi Ellen,

Hope all is well! Attached are the logos for KaBOOM! and DPS.

Could you send me the mock-up of the t-shirt once it is ready so we can approve? Thank you!

In play,
Naudy

Naudy Martinez
Senior Program Manager, Programs & Operations
(O) [202-464-6415](tel:202-464-6415)
kaboom.org

From: Naudy Martinez
Sent: Thursday, March 08, 2018 6:16 PM
To: 'Ellen Endo' <ellenendo@yahoo.com>
Cc: lito@jacc.org
Subject: RE: : KaBOOM! Let's Play Everywhere February Check-In, Little Tokyo Open

Hi Ellen,

Apologies for the delayed response and thanks for this update-- what an amazing design! I can't wait to see how the rest of the mini golf holes turn out!

I'll reach out to our DPS contacts to see who can make it out to the event and to also get the logo for the shirts. Thanks so much, we are so excited to see this event come to life!

In play,
Naudy

Naudy Martinez
Senior Program Manager, Programs & Operations
(O) [202-464-6415](tel:202-464-6415)
kaboom.org

From: Ellen Endo [<mailto:ellenendo@yahoo.com>]
Sent: Thursday, March 01, 2018 1:44 AM
To: Naudy Martinez <NMartinez@kaboom.org>
Cc: lito@jacc.org; Ryan Kurtzman <ryan.kurtzman@lacity.org>
Subject: Re: : KaBOOM! Let's Play Everywhere February Check-In, Little Tokyo Open

Naudy,

Here's our February report. As noted, we encountered a conflict with access to the event venue and had to move our start date one week to April 21. Every else remains the same. I have also attached an application from one of the selected artists (Cheng) as an example of how one of the holes will look.

One more thing: We are planning to give T-shirts to the first 400 children to play at our miniature golf attraction. Can you send me the appropriate Kaboom! or Dr. Pepper/Snapple logo so it can be added to the shirt?

Ellen Endo
(818) 512-8791

From: Naudy Martinez <NMartinez@kaboom.org>
To: Ellen Endo <ellenendo@yahoo.com>
Cc: "lito@jacc.org" <lito@jacc.org>; Ryan Kurtzman <ryan.kurtzman@lacity.org>
Sent: Wednesday, February 14, 2018 7:47 AM
Subject: : KaBOOM! Let's Play Everywhere February Check-In, Little Tokyo Open

Hi Ellen,

Hope all is well and thank you so much for all of the amazing work you and your team have done to date! I hope your call for artist proposals went well and that the judges had/are having a great time selecting the winning

proposals.

At this time, I am writing to get a February update on your project. Please update the February section of the chart below and return no later than Wednesday 2/21. Thank you!

In play,
Naudy

Little Tokyo Open			
Check in (Month)	Project Description (Has this changed?)	Phase (Choose phase and provide update): Creative, Planning, Execution, Finalizing, Complete	Estimated Completion Date (Subject to change)
October	Little Tokyo, one of only three remaining historic "Japantowns" in the United States, will be transformed into a more playful and family-friendly attraction. "Little Tokyo Open: The Art of Mini Golf" will turn underused areas into a 9-hole miniature golf course where participants can take a self-guided tour of Little Tokyo as they play. Artists will use recycled materials in designing and fabricating the golf holes making this project fun AND sustainable. More than 400 kids will play and test out their golf skills.	Creative phase: Currently issuing a call for artists the first week of November to create concept designs.	4/13/2018
December	The call for artists' proposals has been issued with a deadline of Jan. 15, 2018 when a panel of judges will be convened to determine which proposals best capture the theme: "Little Tokyo: Past, Present, Future."	Planning phase: Little Tokyo Business Association, along with fiscal agent, Japanese American Cultural & Community Center, and representatives from two environmental groups, Sustainable Little Tokyo and Global Green, have been meeting to help ensure that Little Tokyo Open embodies desired Play Everywhere goals. (1) Basic components of the nine golf holes have been ordered. (2) Preliminary layout has been agreed upon by participating organizations. (3) Event kick-off is tentatively set for Friday, April 13, 11 a.m. with State Legislator Miguel Santiago and L.A. City Councilmember Jose Huizar participating. Mayor Eric Garcetti is also invited to attend, but his attendance has not yet been confirmed. (4) The process of identifying in-kind donors and groups of volunteers has begun.	4/13/2018
February	The call for artists to design individual golf holes was successful. As a result, we have selected the individual artists and/or teams of artists to create the nine holes for the <i>Little Tokyo Open: The Art of Miniature Golf</i> . Designs represent the artists' interpretations of Little Tokyo's historic past, lively present, and a vision for the future.	CHANGE: We have moved the start date for the pop-up miniature golf project up one week. Opening day will now be Saturday, April 21 , 11 a.m. The media will be invited to the kick-off (tee-off?) earlier in the day at 9 a.m. We have advised the invited elected officials (Mayor Garcetti, Assemblyman Santiago, and City Council member Huizar) of the change. Golf hole artists will also be invited to the press event. One of the artist's applications and drawings are attached as an example. We have ordered T-shirts imprinted with "Inaugural Little Tokyo Open" for the participating children. We have begun our outreach campaign and will be promoting the Little Tokyo Open at family-friendly events beginning this weekend, March 3. The Little Tokyo Open has been added to the City' official Calendar of Events for Asian Pacific Heritage Month. We will begin our social media campaign starting March 5.	4/21/2018

In play,
Naudy

Naudy Martinez
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